



MINUTES

**TOURISM ADVISORY BOARD
SPECIAL CALLED MEETING AND WORKSHOP
WITH THE SUNSET ADVISORY COMMISSION
TUESDAY, JANUARY 27, 2015 AT 6:30 PM
Multi-Purpose Room. Building Three
450 Cypress Creek Road, Cedar Park, Texas 78613**

TOURISM ADVISORY BOARD MEMBERS

- | | | |
|---|---|--|
| <input checked="" type="checkbox"/> Robert Schoen, Place One | <input checked="" type="checkbox"/> Matthew Olguin, Place Two, Chair | <input checked="" type="checkbox"/> Wayne Brooks, Place Four |
| <input checked="" type="checkbox"/> Mel Kirkland, Place Seven | <input type="checkbox"/> Rick McLaughlin, Place Five | |
| <input checked="" type="checkbox"/> Lisa Star, Place Three, Secretary | <input checked="" type="checkbox"/> Troy Storm, Place Six, Vice Chair | |

SUNSET ADVISORY COMMISSION MEMBERS

- ☒ Stephen Thomas, Place One ☐ Lyle Grimes, Place Three ☒ Lowell Moore, Place Four

- A. **TOURISM ADVISORY BOARD CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**
Chairman Olguin called the meeting to order at 6:39 PM with six Tourism Advisory Board members present, Board Member McLaughlin being absent, and two Sunset Advisory Commission members present, Commission Member Grimes being absent.
- B. **Introduction Of Tourism Board And Sunset Advisory Commission Members.** *Board members and Commission members as well as staff introduced themselves.*
- C. **Tourism Board And Sunset Advisory Commission Members Opening Comments.** *None.*
- D. **Discussion Only.**
a. Review Purpose And Process Of Sunset Review.
b. Review Recommendations For Long Range And Strategic Planning.
c. Review Recommendations To Improve The Process For Allocation Of HOT Funds.
d. Review Recommendations To Establish Guidelines For How Funding Is Allocated.
Andrea Marwah, Program Manager and staff liaison to the Sunset Commission, provided a review of the purpose and background of the Sunset Commission,, the recommendations for long range and strategic planning, suggestions on how to improve the process for allocation of HOT funds, as well as recommendations to establish guidelines on how funding is allocated. She noted that board operations were compared to benchmark communities. The commission recommended the development of a Council approved five year plan, an annual report presented to Council, they also suggested diversifying HOT fund applicants through greater marketing outreach, as well as a 10% match by entities applying for funds.


The Commission also suggested developing a matrix which would determine the overall success of an event. Commission Member Thomas advised that determining economic impact analyses of HOT funded events is vital. Katherine Caffrey, Community Affairs Director advised the board that the Sunset Commission recommendations would be presented to Council on February 12, 2015.

E. Tourism Advisory Board And Sunset Advisory Commission Members Closing Comments.

Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday, February 24, 2015 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.

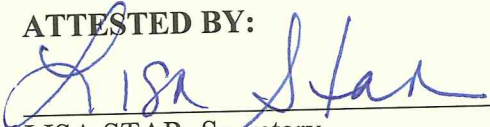
F. Adjournment Of Workshop. *Chairman Olguin adjourned the meeting at 7:20pm.*

PASSED AND APPROVED THIS 24th DAY OF FEBRUARY 2015.



MATTHEW OLGUIN, Chair

ATTESTED BY:



LISA STAR, Secretary